

***Opportunity Area 3A-Jacobson Property***

Location	The southwest corner of the intersection of Mathilda and El Camino
Zoning	C-2/ECR
Primary Uses	A minimum of 40% commercial/retail/office; up to 60% residential
Other Allowed Uses	Class A Office, Restaurants, Retail, Commercial Services
Minimum Development Size Incentives	Based on Special Development Permit <ul style="list-style-type: none"><li>• Increased FAR's: 60% FAR for minimum five-acre Class A office development.</li><li>• Decreased Useable Open Space (Landscaping): 10% less than the required minimum for R-3 vertically mixed use development. (ground floor retail office, residential above)</li></ul>
Comments and Discussions	Area 3a is important to the City's visual image and is a gateway to the downtown. Both residential and broad commercial offices uses can occur under the General Plan designation "General Business." The following urban design criteria should be met under any land use scenario.

**SITE PLANNING/LANDSCAPING**

- Buildings to have a strong street presence.
- Residential usable open space sheltered from the street frontage.
- Prevent walled-off street presence.
- Underground parking is encouraged.
- Decreased Front Yard Setback: 15-foot front yard setback all development.

**ARCHITECTURE**

- Enhanced architecture with very high quality building materials.

- Well designed commercial architecture and building forms avoiding “strip-commercial” appearance.
- Visually integrated architecture and site design with adjacent Cherry Orchard development site to the east.

**MATHILDA/EL CAMINO CORNER**

- Significant feature at corner: high quality architectural design and materials, or landscaped element.
- Art in Private Development.

**CIRCULATION**

- Limit vehicle ingress/egress with integrated internal and external circulation.

**RESIDENTIAL DEVELOPMENT STANDARDS**

- Per-R-3 Zoning.